



BESTSELLER SPECIAL

# THE ALPHABET

LONDON, UK



Ellen Leung

The Alphabet is a London-based multi-brand fashion sales agency created to discover, support and develop independent brands with unique profiles. It provides strategic and creative business solutions tailored to each brand's identity and ethos.

[www.the-alphabet.co.uk](http://www.the-alphabet.co.uk)



Faustine Steinmetz



## STYLES

- \* The shoulder strap bag category has been getting a lot of attention
- \* Customizing a style is important: the option to personalize your designer handbags has become a steady trend
- \* Oversized clothing styles continue to dominate

## COLORS AND FABRICS

- \* Colors: red, yellow, tinted green, rich purple; florals
- \* Fabrics: jacquard; sheer fabric

## PRODUCT CATEGORIES

- \* Knits
- \* Denim
- \* Coats